



ΠΑΜΙΒΙΑ UNIVERSITY
OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMERCE, HUMAN SCIENCES AND EDUCATION

DEPARTMENT OF MARKETING AND LOGISTICS

QUALIFICATION: BACHELOR OF MARKETING HONOURS	
QUALIFICATION CODE: 08MARK	LEVEL: 8
COURSE CODE: SMG811S	COURSE NAME: Strategic Marketing Management: Analysis, Planning and Decision Making
SESSION: JUNE/JULY 2022	PAPER: (PAPER 1)
DURATION: 3 HOURS	MARKS: 100

SECOND OPPORTUNITY EXAMINATION QUESTION PAPER	
EXAMINER(S)	MS CHERLEY DU PLESSIS DR STEWART KAUPA
MODERATOR:	DR S.P SHIHOMKA

INSTRUCTIONS
1. Answer ALL the questions. 2. Read all the questions carefully before answering. 3. Number the answers clearly

THIS QUESTION PAPER CONSISTS OF 2 PAGES (Including this front page)

QUESTION ONE

25 MARKS

As a marketing strategist you have been hired by a new firm that has just entered the Namibian liquor industry to conduct a competitor analysis of a well-established market leader in this industry.

Present any **FIVE (5)** factors that you will address when conducting a competitor analysis.

QUESTION TWO

25 MARKS

It has long been recognized that market challengers rarely succeed by relying on just one element of strategy. Instead, the challenging strategy needs to be made up of several strands that, together, provide the basis for sustainable competitive advantage.

Against this background explain **FIVE (5)** strategies that can be adopted by a market challenger in order to successfully compete in the market.

QUESTION THREE

25 MARKS

Discuss any **FIVE (5)** marketing priorities that marketing managers should take into consideration in the new millennium when coming up with strategic marketing decisions that can give an organisation a sustainable competitive advantage. Present practical examples to support your answers.

QUESTION FOUR

25 MARKS

A marketing strategist should aim his/her marketing strategies and tactics at creating a truly market oriented organisation and in order to achieve this there is a need for designing marketing strategies that are effective and efficient.

Given this background present any **FIVE (5)** characteristics of an effective marketing program in an organisation.

END OF PAPER

